

FOR IMMEDIATE RELEASE

Greenville, SC Mayor Knox White announces a \$3 million endowment campaign for Falls Park on the Reedy in downtown Greenville. The endowment fund will provide a source of revenue for ongoing Falls Park enhancements and programs. The park is scheduled to re-open in spring, 2004. Mayor White states: "This public garden and falls will become the centerpiece of Greenville. Falls Park is another great example of public/private partnership; as the city's premier site for visitors and residents, it will unleash a new wave of economic development downtown."

To date, \$2 million has been pledged to the endowment by Greenville area individuals and corporations. The endowment interest earnings will be used for park expenditures above and beyond the City's normal park operating budget. All construction costs are being met by an appropriation of hospitality tax (tourism) revenues.

The additional \$1 million in endowment funds is expected to come from foundations, corporations and the general public. A number of giving opportunities are being announced: listing on the Donor Wall of Honor, \$10,000 and up; planters, \$5,000; swings, \$2,500; large shade trees, \$175; engraved promenade bricks, \$150; Cosanti wind bells, \$150; small flowering trees \$125; birdhouses \$50; park partners (support of educational programs and speakers bureau) \$25. Donations are tax deductible and may be made online using a credit card at www.fallspark.com. For information, call (864) 467-5791.

Campaign co-chair Anna Kate Hipp comments, "The success of this fundraising effort until now is a great indication of what this park will mean to Greenville. Falls Park is destined to be a major attraction that will enhance our downtown area and quality of life."

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Major donor commitments will be recognized by name throughout the park:

The Liberty Bridge
endowed by The Liberty Corporation in honor of Liberty Corp. founder W. Frank Hipp
and his four children, Francis, Calhoun, Herman and Dorothy Hipp Gunter

Tate Plaza
endowed by The Tate Foundation in honor of George Tate and Jack P. Tate, Sr.

Bowater Amphitheater
Carolina First Amphitheater
Polly Shoemaker Terrace and Garden
Wachovia Riverwalk
Buck and Minor Mickel Garden endowed by the Daniel-Mickel Foundation
Community Foundation Staircase
East Falls Overlook endowed by Wyche, Burgess, Freeman & Parham
Merrill Lynch Overlook
Lockheed-Martin Lowlands
Governor's School Woods endowed by Gwen and Richard Heusel
Lecture Series endowed by Haynsworth, Sinkler, Boyd

Liberty Corp. Chair & CEO Hayne Hipp comments: "The Liberty Bridge and Falls Park will be the capstone achievements of the amazing redevelopment of downtown Greenville. Their graceful beauty will be the visual signature of our accomplishments. For nearly one hundred years, Liberty has been a part of the fabric of Greenville and South Carolina. This bridge is a fitting tribute to the home that W. Frank Hipp and his children loved and supported."

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Several distinct “specialty” gardens, garden benches and flowering bulbs have also been endowed throughout the park: Anonymous, Mr. & Mrs. Dan Bruce; Carolina Foothills Garden Club; Mr. & Mrs. G. Lee Cory; Hawkins, Richardson & Associates; Mr. & Mrs. Joe Jennings, Jr.; Mary & Ellis Johnston; Mr. & Mrs. William Kehl; Mr. & Mrs. Hurdle Lea; Mr. & Mrs. Jacob Lowrey; Mr. & Mrs. A. Foster McKissick; Mr. & Mrs. G. Bruce McPherson, Jr.; Allen, Jay and David Simpson; Ms. Elizabeth Stall; Ms. Gillaine Warne; Mr. & Mrs. William Webster III; Ms. Harriet S. Wyche.

Additional donors include Ms. Judy Cromwell; The Dorothy Haynsworth Garden Club; Friends of the Reedy River; Trude and Max Heller; Mr. & Mrs. E. Erwin Maddrey II; Mr. Robert W. Morris & Ms. Susan C. Brady; the Greater Greenville Master Gardeners; Mr. & Mrs. William McCauley II; Ms. Minor Mickel; Mr. & Mrs. Niles Ray; John J. Ryan & Sons, Inc.; Howard Schrott and Anne Martin; The Wallace Foundation.

Campaign Counsel Bobbi Wheless comments: “We want the entire Greenville community to be a part of this special project. There’s a part for everyone to play. We are especially excited about the engraved brick pavers that will form the Wachovia Riverwalk. For a contribution of \$150, a family can become a permanent part of the park.”

Campaign co-chair Pedrick Lowrey adds, “Falls Park on the Reedy is the culmination of many people’s vision and hard work over several decades. The park site is full of history which will be preserved and shared with generations to come; having this endowment fund in place ensures the park’s future.”

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